

United States Postal Service®

# INDUSTRYALERT

May 9, 2016

## **2016 USPS Mailing Promotions – Registration Starts May 15** *for the Personalized Color Transpromo and Mobile Shopping Promotions*

Mailers and mail service providers can register via the Business Customer Gateway (<https://gateway.usps.com>). **Please note that participants are required to register for each promotion separately.** The last day to register for either promotion is December 31, 2016. Each promotional period runs from July 1- December 31, 2016.

The **Personalized Color Transpromo Promotion** will provide an upfront 2% discount on qualifying postage to mailers who use dynamic/variable color print for personalized marketing and consumer messages on their bills and statements to create a greater connection and response from consumers. The goal of this promotion is to grow the value of First-Class Mail and encourage mailers to invest in personalization and color print technology.

The **Mobile Shopping Promotion** provides an upfront 2% discount on qualifying postage for Standard Mail letters and flats pieces that include a mobile barcode or other qualifying print/mobile technology that can be read or scanned by a mobile device. The mobile barcode or print/mobile technology must lead to a mobile-optimized shopping website from which the recipient is able to purchase an advertised product.

**Please contact the program office at:**

[FCMColorPromotion@usps.gov](mailto:FCMColorPromotion@usps.gov) for the Personalized Color Transpromo Promotion  
[mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov) for the Mobile Shopping Promotion, with any questions.

You can also visit our RIBBS website at:

<https://ribbs.usps.gov/index.cfm?page=mailingpromotions> to review the program requirements documents for all the 2016 Mailing Promotions and additional materials to support your participation in the promotions.

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